
THE COMMONWEALTH OF VIRGINIA THE VISITORS OF JAMES MADISON UNIVERSITY

Advancement and Engagement Committee
Thursday, November 17, 2022
Allegheny Room
2:45 p.m.

Agenda

1. Approval of Minutes* – September 15, 2022
2. Fundraising Report
Jared Lowry, Athletics Development Officer
Jeff Gilligan, Associate Vice President for Development
3. Government Relations Preview
Caitlyn Read, Director of Government Relations
4. Campaign Celebration Wrap up
Nick Langridge, Vice President for University Advancement
5. Social Media Recognition and Analytics
Mary Hope Vass, Executive Director of Communications
Trey Secrist, Assistant Director for Social Media
6. CRM Update
Debbie Jordan, Associate Vice President for Advancement Information Systems

*Action Items